WHAT IS CLAIMED IS:

1.   A method for distributing a program sent by a content distributor to a user location, the method comprising:

    receiving a command from the content distributor to store the program at the user location;

    processing the command;

    receiving the program at the user location;

    storing the program at the user location in response to at least the processing the command; and

    detecting a user action related to the program after storage of the program.

2.   The method for distributing the program sent by the content distributor to the user location as recited in claim 1, wherein the program comprises at least one of a commercial, an infomercial, a show, and a movie.

3.   The method for distributing the program sent by the content distributor to the user location as recited in claim 1, wherein the program comprises at least one of a video program and an audio program.

4.   The method for distributing the program sent by the content distributor to the user location as recited in claim 1, wherein the user location comprises a set top box.

5.   The method for distributing the program sent by the content distributor to the user location as recited in claim 1, wherein the storing the program comprises storing the program on a mass storage device associated with a set top box that is associated with the user location.

6.   The method for distributing the program sent by the content distributor to the user location as recited in claim 1, further comprising:

    determining a subset of programs from a linear schedule of programs associated with the content distributor; and

    transmitting the subset to the user location.

1 7. The method for distributing the program sent by the content
2 distributor to the user location as recited in claim 1, wherein the processing the command
3 comprises determining usage rules related to the program.

1 8. A method for distributing a program sent by a content distributor to
2 a user location, the method comprising:
3   commanding the user location to store the program from the content
4 distributor; and
5   sending the program to the user location for storage before a user requests
6 the program.

1 9. The method for distributing the program sent by the content
2 distributor to the user location as recited in claim 8, further comprising determining a
3 subset of programs from a larger set of programs.

1 10. The method for distributing the program sent by the content
2 distributor to the user location as recited in claim 8, further comprising determining usage
3 rules for the program.

1 11. The method for distributing the program sent by the content
2 distributor to the user location as recited in claim 8, further comprising sending usage
3 rules for the program to the user location.

1 12. The method for distributing the program sent by the content
2 distributor to the user location as recited in claim 8, wherein the program is unmentioned
3 in a linear schedule.

1 13. The method for distributing the program sent by the content
2 distributor to the user location as recited in claim 8, further comprising broadcasting the
3 program to a plurality of user locations.

1 14. A distribution program product for distributing a program sent by a
2 content distributor to a user location, the distribution program product comprising:
3   code for receiving a command from the content distributor to store the
4 program at the user location;
5   code for processing the command;

6 code for receiving the program at the user location;

7 code for storing the program at the user location in response to at least the

8 processing the command;

9 code for detecting a user request for the program after storage of the

10 program; and

11 a computer-readable medium for storing the codes.

1 15. The distribution program product for distributing the program sent

2 by the content distributor to the user location as recited in claim 14, wherein the program

3 comprises at least one of a commercial, an infomercial, a reoccurring show, and a movie.

1 16. The distribution program product for distributing the program sent

2 by the content distributor to the user location as recited in claim 14, wherein the program

3 comprises at least one of a video program and an audio program.

1 17. The distribution program product for distributing the program sent

2 by the content distributor to the user location as recited in claim 14, wherein the user

3 location comprises a set top box.

1 18. The distribution program product for distributing the program sent

2 by the content distributor to the user location as recited in claim 14, wherein the code for

3 storing the program comprises code for storing the program on a mass storage device

4 associated with a set top box that is associated with the user location.

1 19. The distribution program product for distributing the program sent

2 by the content distributor to the user location as recited in claim 14, further comprising:

3 code for determining a subset of programs from a linear schedule of

4 programs associated with the content distributor; and

5 code for transmitting the subset to the user location.

1 20. The distribution program product for distributing the program sent

2 by the content distributor to the user location as recited in claim 14, wherein the code for

3 processing the command comprises code for determining usage rules related to the

4 program.